



More Power to You

History Takes Center Stage at 75th Anniversary Celebration

Shane L. Larson,
Chief Executive Officer

There's a saying—"We honor ourselves by honoring our past"—and that's exactly what happened on March 28 when more than 700 Rock Energy Cooperative members, guests, friends, and employees gathered at the Eclipse Center in Beloit for the co-op's 75th Annual Meeting and Anniversary Celebration.

Thanks to everyone who attended and helped make the evening memorable. I believe the forward-thinking men who founded Rock County Electric Cooperative Association on April 23, 1936, and other people who were involved in the cooperative movement through the years were with us in spirit as we took a stroll down memory lane.

It's astounding when you consider the changes that have occurred in the co-op's history. Rock County Electric Cooperative started in 1936 with a couple hundred meters. We have 27,000 today. The number of employees grew from four to more than 50 today. We have changed our name, expanded our service territory to include urban

areas as well as the rural countryside, and now also deliver natural gas to our Illinois members.

Technology has changed the way we do business. Modern equipment has allowed us to increase our efficiency. Most of our meters are now read remotely, and thankfully we have fewer and shorter outages than in the old days.

Financially, the co-op is strong. Our annual revenue increased from \$50,000 in the early years to more than \$50 million today, and we have returned more than \$9.6 million in capital credits to our members over the years.

Those are significant changes. But many things haven't changed since 1936. The co-op still exists for you—our members. The board and employees continue their dedication to providing outstanding service. Our members continue to have a financial interest in the co-op and participate in the governance of the co-op through the election process. And we continue to give back to the communities we serve.

This was my 11th annual meeting at Rock Energy, but many in attendance had been to 30 or 40 or more of these events over the years. That really says something about our organization and the way we do business. The cooperative business model—one that focuses on the member first—continues to thrive after 75 years.

No matter what era we live in, there always are challenges. Like in 1936, when the co-op was founded, we have many that lie ahead. But today's concerns are different. Back in 1936, the challenges focused on setting an electric pole by hand and the other difficulties of getting electricity to rural areas. Today, the country's energy policy and climate change legislation are the big issues. Whatever the future holds, I assure you that Rock Energy will always put the members' needs first.

(Continued on page 16c ▶)



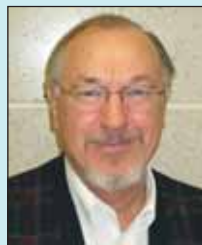
75th Annual Meeting Election Results at a Glance



Michael Duffy,
Elected
District 6 Director



Bill Dietsch,
Re-elected
District 7 Director



Ronald Richards,
Elected
District 8 Director

Proposed change to bylaws: Approved



75th Annual Meeting • March 28, 2011



Above: CEO Shane Larson presents Stan Dybevik with a personalized painting in recognition of his 40 years of service as director. Looking on are Stan's wife, Liz, and their daughter Maria. Right: Darrel Weber conducts the business portion of the meeting.



Above: Youth Tour to Washington, D.C. representatives, from left, are: Meghan Baade, Hononegah; Kaela Gardner, Hononegah; and Hannah Trickel, Parkview. Right: Scholarship winners, from left, are: Cassie Danielson, Parkview; Lauren Metcalf, Milton; Tyler Hubb, South Beloit; Taylore Ransom, Delavan-Darien; Victoria Kemp, Clinton; Monica Schwartz, Beloit Turner; Shannon Klein, Brodhead; Mary Liles, Hononegah; Kaitlyn Maratik, Edgerton; and Rebecca Wiepz, Stoughton.



Children work on crafts while their parents attend the meeting.



75th Anniversary Celebration

(Continued from page 16a)

Because we celebrated our 75th anniversary at this annual meeting, history took center stage. We showed a 20-minute video that highlighted the co-op's early days and how it has grown through the years. We put the video in two parts on YouTube so you can see it even if you missed the annual meeting. Just go to www.youtube.com and search for Rock Energy Cooperative 75 Years. I hope you enjoy learning more about the history of your co-op.

We were fortunate to have several special guests from the co-op's past attend the meeting. Nine descendants of J.O. Woodman were recognized. On July 15, 1937, the J.O. Woodman farm in La Prairie Township was the first on our co-op lines to get energy, largely because of J.O.'s efforts to recruit members to join the co-op. In attendance were J.O.'s grandson Robert and his wife,



J.O. Woodman



Joseph Woodman

Jane; his granddaughter Nancy and her husband, Don Guse; his granddaughter Joan and her husband, Charles Hegg; his great-grandson Bob and his wife, Vicki; and his great-great grandson Joseph, who operates the farm today.

Also recognized at the meeting were Sandi Torkilsson Hargraves, Miss Rock County REA from 1971 who went on to become the state and national winner, and Julie Engen Rumage, Miss Rock County REA from 1972.

But the annual meeting wasn't all about history. We also had some business to conduct. Director Bill Dietsch was re-elected in District 7, and the board has two new directors—Michael Duffy in District 6 and Ronald Richards in District 8. Congratulations to them for being chosen to serve the membership for three years. A special thanks to the other candidates whose involvement is important to

the process. Members also approved changes to the co-op bylaws, adding details about director eligibility.

At the end of the meeting, we showed a short video and honored Stan Dybevik, retiring District 8 director, who has given so much to the cooperative during the past 40 years. That video tribute also is on YouTube.

Joining Stan at the meeting were his wife, Liz; son Tim; daughter Maria; daughter-in-law Katie; and grandson Joey. After the presentation, Stan said he appreciated that his family was in attendance for his last annual meeting as director. Family support was very important for directors in the early days when directors took outage calls. Although Stan is no longer a director, he remains a co-op member and has promised to attend future events.

As the co-op celebrates its 75 years and looks forward to another 75 years, I am deeply honored to be part of such an outstanding organization—an organization that truly impacts people's lives by empowering them with energy. As always, if there is anything we can do to improve our service to you, please let us know. ■



Stan Dybevik



Energy Efficiency

Tip of the Month

Electronics account for 8.1 percent of your home's energy use. Cut costs by plugging items into a power strip and turning the strip off when not in use. "Smart" power strips are another good option—when one master device like a TV is turned off, it cuts power to other selected items (DVD players, gaming consoles, stereos, etc.).

Source: U.S. Department of Energy

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\$5 Off Any Service of \$20 or More

**Medithin Weight Loss Clinics,
2605 Kennedy Road, Janesville
(608) 531-0400**



Medithin Weight Loss Clinics offer a physician-supervised weight loss program that is safe, proven effective, and affordable. Clients are assessed and progress is monitored by a physician and nursing staff to ensure optimum care and support in reaching weight loss goals.

\$50 Off Initial New Patient Visit

**Cats Meeoww Nail Spa, 16 S. Main St.,
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Specializing in nails and feet. Nice, relaxing environment.

\$5 Off Spa Pedicure



For a complete listing of current deals, visit www.rock.coop. Terms and conditions subject to change as desired by participating businesses. You also can use your Co-op Connections Card to receive a discount on prescription drugs and to print online coupons.

Have a Safe and Happy Memorial Day!

Rock Energy Cooperative offices will be closed on Monday, May 30, in observance of Memorial Day. We will reopen at 7:30 a.m. Tuesday, May 31. Members can make payments in the drop boxes at both offices throughout the holiday weekend. Even though our offices are closed, standby crews are always available 24 hours a day. If you need to report a power outage, please call (608) 752-4550 or toll-free (866) 752-4550.

Mark Your Calendar

Rock Energy Family Night at the Ballpark



**SATURDAY,
JUNE 25**

**Beloit Snappers vs. Cedar Rapids Kernels
7 p.m. • Pohlman Field at Telfer Park in Beloit**

**Special food prices!
Player autographs!
Spectacular fireworks!**

Purchase vouchers in advance for \$2 (\$6.50 value). They're good for any home game this season. Special Rock Energy seat cushions for \$3 each or 2 for \$5. Both available at either REC office.



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